

8

FAX# 215 564 1103  
CREDIT RISK !!!  
HARRIS REPORT FROM REP

OCT10/12 12.37  
\*\*\* WPXI-TV \*\*\*

REP. # \_\_\_\_\_ OFF. # 18 SALESMAN # \_\_\_\_\_

**BUYER NAME**

**SALES PRSN WA- CHERYL BLAIR**

	CLASS: NATL.	LOCAL	REGIONAL
1. <b>GENERAL INFORMATION</b>			
2. <b>DESCRIPTION OF THE PROJECT</b>			
3. <b>JUSTIFICATION OF THE PROJECT</b>			
4. <b>IMPLEMENTATION OF THE PROJECT</b>			
5. <b>EVALUATION OF THE PROJECT</b>			
6. <b>CONCLUSIONS</b>			
7. <b>REFERENCES</b>			
8. <b>APPENDICES</b>			
9. <b>OTHER INFORMATION</b>			

\_\_\_\_\_ (CCE)

DATE OCT10/12 12.37

CON CM

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 2884												
1			600A-700A	30	4	\$800.00	10/10	10/12	3		W-F	3
PROGRAM : CH11 NEWS												
2			600A-700A	30	4	\$800.00	10/15	10/19	5		M-F	5
PROGRAM : CH11 NEWS												
3			600A-700A	30	4	\$800.00	10/22	10/23	2		M-TU	2
PROGRAM : CH11 NEWS												
4			700A-800A	30	4	\$625.00	10/10	10/12	2		W-F	2
PROGRAM : TODAY SHOW												

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
5			700A-800A PROGRAM : TODAY SHOW	30	4	\$625.00	10/15	10/19	2		M-F	2
6			700A-800A PROGRAM : TODAY SHOW	30	4	\$625.00	10/22	10/23	1		M-TU	1
7			800A-1030A PROGRAM : NEWS	30	5	\$275.00	10/13	10/20	1		SAT	2
8			800A-1000A PROGRAM : NEWS	30	5	\$275.00	10/14	10/21	1		SUN	2
9			600P-630P PROGRAM : CH11 NEWS	30	5	\$775.00	10/10	10/12	3		W-F	3
10			600P-630P PROGRAM : CH11 NEWS	30	5	\$775.00	10/15	10/19	5		M-F	5
11			600P-630P PROGRAM : CH11 NEWS	30	5	\$775.00	10/22	10/23	1		M-TU	1
12			600P-630P PROGRAM : NEWS - <i>NA due to College Football</i>	30	4	\$625.00	10/13	10/13	1		SAT	1
13			600P-700P PROGRAM : NEWS	30	4	\$675.00	10/14 <i>10/13</i>	10/20 <i>10/19</i>	1		SAT <i>SAT</i>	2
14			1100P-1135P PROGRAM : NEWS	30	5	\$1,350.00	10/10	10/12	3		W-F	3
15			1100P-1135P PROGRAM : NEWS	30	5	\$1,350.00	10/15	10/19	4		M-F	4
16			1100P-1135P PROGRAM : NEWS	30	5	\$1,350.00	10/22	10/23	1		M-TU	1

REP HEADLINE# 6368307  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 215-564-1206 FAX# 215 564 1103  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT10/12 12.3  
 \*\*\* WPXI-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
17			1135P-1205A	30	5	\$1,700.00	10/14	10/21	1		SUN	2
PROGRAM : NEWS 1235A												
18			600P-700P	30	5	\$1,500.00	10/21	10/21	1		SUN	1
PROGRAM : BLACK AND GOLD												
OCT/12						36875.00						
CONTRACT TOTAL												36875.00
TOTAL SPOTS												42

MARKET TOTALS \$127,155 WPXI 29% KDKA 34% WTAE 24% WPGH 13% CABL 0% WPCW 0% WPMY 0%  
 EST  
 SVC- NSI  
 DEMOS- RA35+\*

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